TOOL | COMPENDIUM OF COLLECTIVE IMPACT RESOURCES: ENGAGING COMMUNITY STAKEHOLDERS TO BUILD MOVEMENTS FOR CHANGE

This is the sixth in the Collective Impact Compendium of Resources series that aims to offer a quick and easy reference for you to find key Collective Impact resources in one place. In this edition of the series, we have curated a list of papers, tools and resources which focus on the practice of effective community engagement, and how a movement building lens can accelerate the impact of your collaborative initiative.

USING THIS TOOL WILL HELP YOU:
- Uncover the relevant papers, tools and resources to understand and build strategies to effectively engage citizens in Collective Impact efforts
- Explore the concept of movement building and how this approach could accelerate Collective Impact efforts
- Have access to tools which build capacity to implement effective community engagement strategies

OVERVIEW

Collective Impact efforts are designed to move the needle on complex community issues. The framework consists of five core conditions: agreement on a common agenda; shared measurement; mutually reinforcing activities; continuous communications and investing in backbone infrastructure. A key focus of successful Collective Impact efforts is measuring progress and impact. Successful Collective Impact efforts seek to engage a broad and diverse range of stakeholders. The knowledge and experience of diverse stakeholders creates a base for generating deeper understanding of the elements that are holding this seemingly intractable problem or issue in place.
Community engagement is linked to many of the conditions of the Collective Impact framework. However, many Collective Impact practitioners have interpreted the framework in a way that seeks to only engage traditional or formal community leaders. To adequately understand the complexity of the issue or dilemma to be resolved, includes paying attention to the principles of inclusion and equity. Issues impact different sub-populations in communities in different ways. Understanding how the issue or dilemma is challenging local citizens is key.

This compendium will focus on key articles, tools and resources which have been developed to assist Collective Impact practitioners to evaluate their community change efforts.

### The 5 Phases of Collective Impact

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<tr>
<th>Components for Success</th>
<th>Phases I</th>
<th>Phase II</th>
<th>Phase III</th>
<th>Phase IV</th>
<th>Phase V</th>
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<td></td>
<td>Assess Readiness</td>
<td>Initiate Action</td>
<td>Organize for Impact</td>
<td>Begin Implementation</td>
<td>Sustain Action and Impact</td>
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<td>Governance &amp; Infrastructure</td>
<td>Convene Community Leaders</td>
<td>Identify champions and form cross-sector Steering Committee (SC) to guide the effort</td>
<td>Determine initial workgroups and plan backbone organization</td>
<td>Launch work groups (WGs) and select backbone organization</td>
<td>Build out the backbone organization, evolve WGs to meet emergent strategy</td>
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<td>Strategic Planning</td>
<td>Hold dialogue about issue, community context, and available resources</td>
<td>Map the landscape and use data to make case</td>
<td>Create common agenda, clear problem definition, population level goal</td>
<td>Develop blueprint for implementation and identify quick wins</td>
<td>Refine strategies and mobilize for quick wins</td>
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<td>Community Engagement</td>
<td>Determine community readiness; Create a community engagement plan</td>
<td>Begin outreach to community leaders</td>
<td>Incorporate community voice, gain community perspective and input around issue</td>
<td>Engage community more broadly and build public will</td>
<td>Continue engagement and conduct advocacy</td>
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<td>Evaluation and Improvement</td>
<td>Determine if there is consensus/urgency to move forward</td>
<td>Analyze baseline data to ID key issues and gaps</td>
<td>Develop high level shared metrics and/or strategies at SC level</td>
<td>Establish shared measures (indicators and approach) at SC and WG levels</td>
<td>Collect, track, and report process (process to learn and improve)</td>
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STAKEHOLDER ENGAGEMENT ARTICLES


MOVEMENT BUILDING RESOURCES

• Stanford Social Innovation Review: Article: Five Ways Funders can Support Social Movements - https://ssir.org/articles/entry/five_ways_funders_can_support_social_movements

CASE STUDIES

• Tamarack Institute: Case Study: Investing to Create a Network of Community Change Agents: A Case Study on the Greater Lehigh Valley - http://www.tamarackcommunity.ca/library/case-study-greater-lehigh-valley

TOOLS

• Living Cities: Tools: Just Change Tools - https://www.livingcities.org/resources/325-just-change-tools
TOOL | COMPENDIUM OF CI RESOURCES: ENGAGING STAKEHOLDERS & MOVEMENT BUILDING

- Co-Creative Consulting: Tool: The Four Voices of Collaborative Innovation - [http://docs.wixstatic.com/ugd/7c2b0e_ecc7ed3627ad4f41838bda5347c51945.pdf](http://docs.wixstatic.com/ugd/7c2b0e_ecc7ed3627ad4f41838bda5347c51945.pdf)
- Co-Creative Consulting: Tool: 5 Levels of Engagement - [http://docs.wixstatic.com/ugd/7c2b0e_9432d9ab534d4aeab0d4ff2bba65a8ee.pdf](http://docs.wixstatic.com/ugd/7c2b0e_9432d9ab534d4aeab0d4ff2bba65a8ee.pdf)
- Co-Creative Consulting: Tool: 12 Tools to Foster Alignment and Collaboration - [http://docs.wixstatic.com/ugd/7c2b0e_9d84392ebf3c442298a8702811593d90.pdf](http://docs.wixstatic.com/ugd/7c2b0e_9d84392ebf3c442298a8702811593d90.pdf)

WEBINARS & VIDEOS


A FINAL NOTE:

This Compendium of Collective Impact resources was developed by the Tamarack Institute team. It is a starting point for emerging and existing Collective Impact leaders. If you have a tool or a resource that has been helpful to your Collective Impact work, contact us at tamarack@tamarackcommunity.ca and we will include that tool in future iterations of this Compendium of resources.

LEARN MORE:

Be sure to access the first five Compendiums in the series:

• Compendium of Collective Impact Resources Part One: The Five Phases
• Compendium of Collective Impact Resources Part Two: Leadership, Governance, and Backbones
• Compendium of Collective Impact Resources Part Three: Building Community Readiness for Collective Impact
• Compendium of Collective Impact Resources Part Four: Building Resilient and Sustainable Collective Impact Initiatives
• Compendium of Collective Impact Resources Part Five: Evaluating Collective Impact Efforts

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